



Cool Idea Wins Southern Utah Concept to Company Contest

Congratulations to the three finalists in the Southern Utah Concept to Company contest. Efficient Fueling Systems has won the \$20,000 grand prize in cash and consulting services in the product innovation contest. Its submission, called CoolCab, is a cooling system for freight cabs designed to reduce fuel costs and carbon emissions.

EasyLoadPro.com and Proseedure Media are the runners up and will receive a prize package of \$10,000 in cash and consulting services. EasyLoadPro's concept is an online auction Web site geared toward the shipping industry. Proseedure Media's idea is for a web site offering digital scrapbook training for women.

All three winners will receive consulting support from the Southern Utah Regional Technology Outreach Center of USTAR, under the direction of Dr. William Pratt. The winning concepts were selected from more than 70 entries.

"In Southern Utah, there's long been a lot of innovative efforts in information technology, as EasyLoadPro and Proseedure Media's submissions indicate," Pratt said. "The committee was clearly excited by that area of continued regional strength."

"What Efficient Fueling Systems brought was an element of green thinking," Pratt continued. "Reducing the carbon footprint of the transportation industry is exciting and has national, if not global, potential in terms of a growth market."

The Concept to Company contest is sponsored by Grow Utah Ventures, Zions Bank, USTAR, SEED Dixie and other local organizations. Other regional rounds of the contest are in the works. For more information, visit www.launchutah.com/concepttocompany.php.

To hear from the finalists, you can read a recent story about the contest in The Spectrum. Thanks to reporter Scott Kerbs and the editors of the St. George newspaper for permission to reprint the article: www.thespectrum.com/apps/pbcs.dll/article?AID=2009901090347

ABOUT USTAR

The Utah Science Technology and Research initiative (USTAR) is a long-term, state-funded investment to strengthen Utah's "knowledge economy" and generate high-paying jobs. Funded in March 2006 by the State Legislature, USTAR is based on three program areas. The first area involves funding for strategic investments at the University of Utah and Utah State University to recruit world-class researchers. The second area is to build state-of-the-art interdisciplinary facilities at these institutions for the innovation teams. The third program area involves teams that work with companies and entrepreneurs across the State to promote science, innovation, and commercialization activities. For more information, go to www.innovationutah.com.

Jan. 16, 2009